



# USDA Weekly Retail Shell Egg Feature Activity

Advertised Prices for Shell Eggs to Consumers at Major Retail Supermarket Outlets during the period of 09/29 thru 10/05.

(prices in dollars per carton)

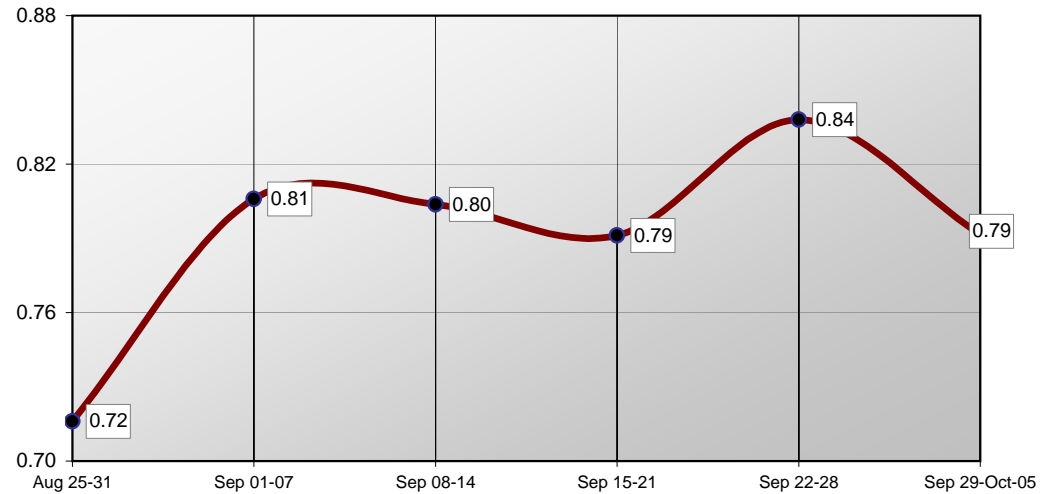
Fri. Sep 29, 2006

NATIONAL SUMMARY									
Feature Rate		THIS WEEK				PREVIOUS WEEK			
		31.5% of 17,000 stores				29.9% of 17,000 stores			
		X LARGE		LARGE		X LARGE		LARGE	
		Stores	Avg	Stores	Avg	Stores	Avg	Stores	Avg
REGULAR	USDA GRADE AA								
	White 12 pack	110	1.19	660	0.89	20	0.96	210	0.88
	White 18 pack			640	1.17	10	1.99	260	1.04
	Brown 12 pack								
	USDA GRADE A								
	White 12 pack	70	1.00	590	0.77			740	0.82
SPECIALTY	White 18 pack	120	0.88	620	1.08			270	1.51
	Brown 12 pack								
	USDA ORGANIC								
	White 12 pack								
	Brown 12 pack			60	3.42			380	3.18
	OMEGA-3								
LARGE	White 12 pack	310	2.38	1,710	2.29	240	2.50	1,550	2.10
	Brown 12 pack								
	CAGE-FREE								
	White 12 pack			30	2.50			120	2.49
	Brown 12 pack			1,130	2.63			490	2.90
ACTIVITY INDEX SUMMARY				THIS WEEK		LAST WEEK		INVENTORY 5/	
Regular Shell Eggs (XL/LG; AA/A; W/B)				2,810		1,510		Large Eggs on	
Specialty Shell Eggs				3,240		2,780		Sep-25-2006	
Total (including Medium)				6,420		4,460		562.0	
Special Rate 4/:				1.0%		11.5%		up 13%	

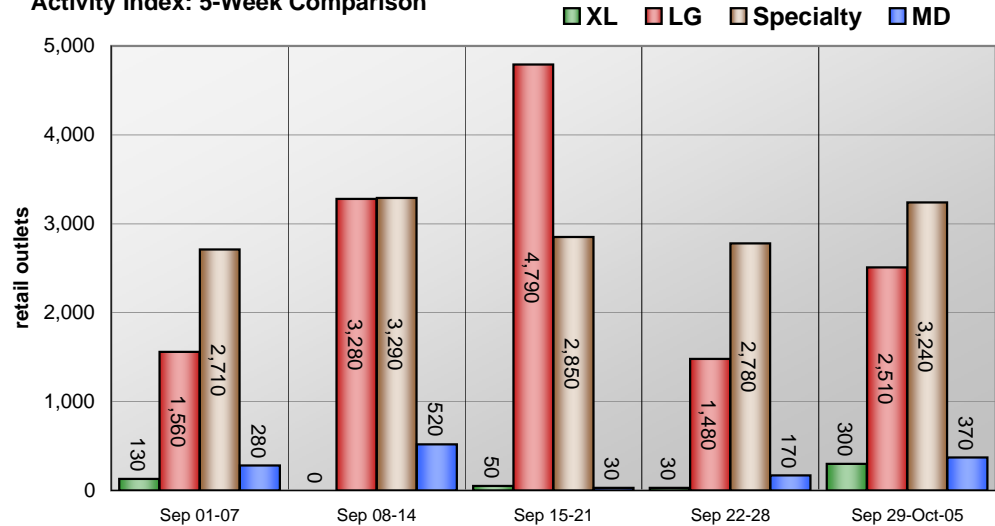
5/: Inventory in thousands of 30-dozen cases.

Shell Egg Featuring - 09/29 thru 10/05
Regular shell egg activity is higher this week and concentrated largely in the Northeast with over 65% of sampled outlets with features. Extra Large and Medium egg ads increased from two weeks ago. The average price of Large white eggs Grade A or better to consumers is less than a week ago. Specialty shell egg features increased. Although Omega-3 eggs continue to maintain a steady pace, Cage Free Brown are sharply higher. Promotions of USDA Organic eggs are very sporadic this period.

## Large White Eggs - Grade A or better, wtd avg. featured price converted to \$/dozen



## Activity Index: 5-Week Comparison



## Explanatory Notes

All report information gathered from publicly available sources including store circulars, newspaper ads, and supermarket websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any consumer grade of shell eggs during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised consumer grade of shell egg. (e.g., a retailer featuring XL and LG eggs in 100 stores would have an activity index of 200.) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>



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		NORTHEAST U.S. (CT,DE,MA,MD,ME,NH,NJ,NY,PA,RI,VT)						SOUTHEAST U.S. (AL,FL,GA,MS,NC,SC,TN,VA,WV)						MIDWEST U.S. (IA,IL,IN,KY,MI,MN,ND,NE,OH,SD,WI)					
1/ Feature Rate		64.4% of 3,900 sampled outlets						14.6% of 4,700 sampled outlets						31.3% of 2,800 sampled outlets					
2/ Activity Index		Activity Index = 2,820 (includes Medium)						Activity Index = 1,270 (includes Medium)						Activity Index = 720 (includes Medium)					
CLASS		EXTRA LARGE			LARGE			EXTRA LARGE			LARGE			EXTRA LARGE			LARGE		
		Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/	Price Range	Stores	Avg 3/
USDA GRADE AA	White 12 pack	1.19	110	1.19	0.79 - 1.00	120	0.97				0.88	10	0.88				1.00	10	1.00
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack						White 12 pack					
USDA GRADE A	White 12 pack				0.99 - 1.50	350	1.19	1.00	50	1.00	0.63 - 1.00	490	0.79	0.88	120	0.88	0.59	30	0.59
	White 18 pack										0.99 - 1.00	130	1.00				0.88 - 1.00	140	0.89
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack			0.33			190			0.36		
		White 30 pack						White 30 pack						White 12 pack			10		
														White 30 pack					
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				3.99	30	3.99										2.79	20	2.79
	OMEGA-3																		
	White 12 pack	1.99 - 2.69	310	2.38	1.99 - 2.50	1,320	2.39				2.50	70	2.50				1.69 - 2.50	260	1.78
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack																2.50	10	2.50
	Brown 12 pack				2.50 - 3.98	580	2.69				2.49 - 3.00	330	2.80				2.50	120	2.50
		SOUTH CENTRAL U.S. (AR,AZ,CO,KS,LA,MO,NM,OK,TX,UT)						SOUTHWEST U.S. (CA,NV)						NORTHWEST U.S. (ID,MT,OR,WA,WY)					
1/ Feature Rate		20.5% of 2,700 sampled outlets						16.9% of 1,900 sampled outlets						41.9% of 1,000 sampled outlets					
2/ Activity Index		Activity Index = 740 (includes Medium)						Activity Index = 470 (includes Medium)						Activity Index = 400 (includes Medium)					
USDA GRADE AA	White 12 pack				0.69	160	0.69				0.69 - 0.99	350	0.96				0.59 - 0.69	20	0.64
	White 18 pack				1.00 - 1.25	330	1.10										1.00 - 1.89	300	1.24
	Brown 12 pack																		
MEDIUM		White 12 pack						White 12 pack			0.39			120			White 12 pack		
USDA GRADE A	White 12 pack	1.00	20	1.00	0.67 - 1.00	70	0.76												
	White 18 pack																		
	Brown 12 pack																		
MEDIUM		White 12 pack			0.33 - 0.36			50			0.34			White 12 pack			White 12 pack		
		White 30 pack						White 30 pack						White 30 pack			White 30 pack		
S P E C I A L T Y	USDA ORGANIC																		
	White 12 pack																		
	Brown 12 pack				2.98	10	2.98												
	OMEGA-3																		
	White 12 pack				1.69 - 2.50	60	1.98												
	Brown 12 pack																		
	CAGE-FREE																		
	White 12 pack				2.50	20	2.50												
	Brown 12 pack				2.50	20	2.50										1.69	80	1.69

Note: See page 1 for explanatory notes.